

Building Healthy Communities

A Summary of 15 Michigan Success Stories

presented by:
Cardiovascular Health, Nutrition & Physical Activity Section,
Michigan Department of Community Health

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MICHIGAN STATE
UNIVERSITY
EXTENSION



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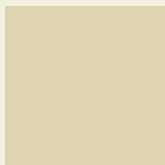
About Us



Cardiovascular Health, Nutrition and Physical Activity Section is located in the Michigan Department of Community Health, Bureau of Health Promotion and Disease Control, Division of Chronic Disease and Injury Control.

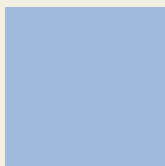
OUR VISION

A heart-healthy and stroke-free Michigan.



OUR MISSION

To provide leadership to prevent and control heart disease, stroke, obesity and related risk factors.



ACKNOWLEDGMENTS

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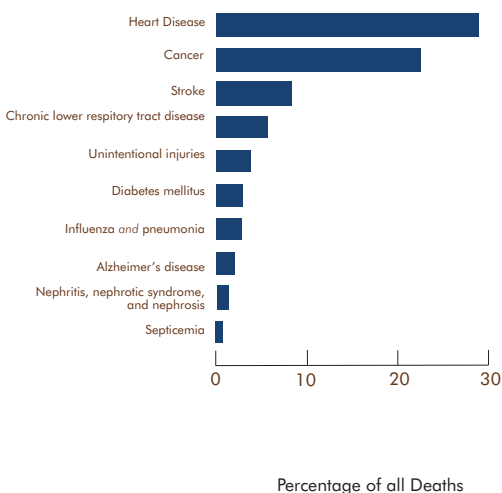
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Introduction

With the advent of modern medicine, increased life expectancy and a growing aging population, the leading causes of morbidity and mortality in the United States have shifted from acute diseases such as tuberculosis to chronic diseases such as cardiovascular disease, cancer, and type 2 diabetes (Figure 1). Chronic diseases now account for 7 out of every 10 deaths and adversely affect the quality of life of more than 90 million Americans.¹ This is particularly true for low income populations who are disproportionately affected by chronic diseases and their risk factors (Figure 2). The increase in chronic diseases has triggered increased demand for medical care and social services. Cardiovascular disease, the leading cause of death in the U.S., costs the nation more than \$403 billion every year.²

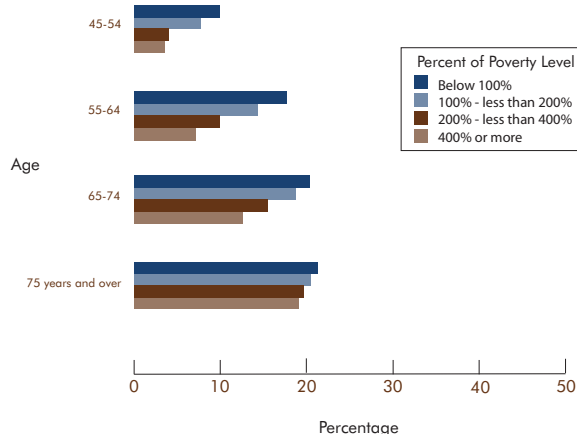
Although chronic diseases are among the most common and costly conditions, they are also among the most preventable. Unhealthy eating habits, physical inactivity, and tobacco exposure are the three primary modifiable risk factors that contribute to chronic disease. It is estimated that these behaviors play a role in nearly 70% of all chronic conditions. Therefore, preventing chronic disease by modifying lifestyle behaviors has become the focus of public health efforts across the country.

FIGURE 1 Leading causes of death in the United States, 2000



Source: Mokdad AH, et al. Actual causes of death in the United States, 2000. JAMA 2004; 291(10):1238-45.

FIGURE 2 Three or more chronic conditions among adults 45 years of age and over, by age and percent of poverty level : United States, 2004



Source: Centers for Disease Control and Prevention, National Center for Health Statistics, National Health Interview Survey. Health, United States 2006.

¹ National Center for Health Statistics. Health, United States, 2006. With Chartbook on Trends in the Health of Americans. Hyattsville, MD: 2006.

² National Center for Chronic Disease Prevention and Health Promotion, Division of Heart Disease and Stroke Prevention. Available from: http://www.cdc.gov/dhbsp/about_program.htm

Building Healthy Communities *Project*

FRAMEWORK FOR PREVENTING CHRONIC DISEASE

To prevent chronic diseases, we must address the three primary modifiable risk factors that contribute to them: unhealthy eating, physical inactivity, and smoking. These behaviors are often difficult to change because they are complex and influenced by a multitude of factors, including social norms, marketing and advertising, and the environment.

In the past, public health has focused their efforts on educating individuals and groups, often by providing one-on-one counseling, classes and conducting health fairs. These strategies are important, however, research and practice has demonstrated that providing only education and one-time events to individuals about living healthier lifestyles is often insufficient to get them to change their behaviors. Strategies for addressing these behaviors must be as comprehensive and multifaceted as the influences on these behaviors.

Public health now addresses complex chronic diseases using the Social Ecological Model (Figure 3). This model addresses the multiple influences on an individual, including their relationships with others (such as family and friends); organizations (such as their place of employment, place of worship or school); and policies (such as what foods are served in schools and whether or not neighborhoods are required to provide their residents with sidewalks).



FIGURE 3
Examples of influences
at each level of the
Social Ecological Model

OUR STRATEGY: BUILDING HEALTHY COMMUNITIES

Our community environment is one of the most influential factors in whether we eat healthy, are physically active or do not smoke.

Rethinking and planning our communities to support healthy eating, physical activity, and tobacco-free lifestyles is a key strategy in Michigan for preventing cardiovascular disease and other chronic diseases. The Michigan Department of Community Health introduced the Building Healthy Communities Project in 2005 as part of a statewide approach to reducing Michigan's rates of cardiovascular diseases and other chronic diseases. This project was designed to focus on the two higher-level influences on our population's health from the Social Ecological Model, the community and societal levels.

METHODS: PLANNING AND ASSESSMENT

This project started by providing funding through a competitive grant process to seven local health departments spanning 17 counties for a one-year planning period. During the planning period, local health departments were required to form coalitions in their communities, complete policy and environmental assessments to determine the needs of their communities, and create a strategic 3-year plan for creating more opportunities for their residents to engage in healthy eating, physical activity, and tobacco-free lifestyles. Coalitions were encouraged to invite a multidisciplinary group of members from the community to participate in this process, including many non-traditional health partners. Examples of partners include local government, city engineers and planners, zoning and planning boards, farmers, businesses, YMCAs, hospitals, universities, non-profit organizations, and news media outlets.

A suite of policy and environmental assessment tools were provided to all coalitions (www.mihealthtools.org). After completing the *Healthy Communities Checklist*, a 40-item quick assessment of a community's health environment related to promoting physical activity, healthy eating, and tobacco-free lifestyles, coalitions moved on to complete targeted assessments in nutrition, physical activity, and smoking cessation. These tools helped communities determine where their greatest needs were so they could develop a comprehensive plan to improve the nutrition, physical activity and tobacco-free opportunities in their neighborhoods.

Health department staff and the coalition members received regular training on how to build and sustain their coalitions and create policy and environmental changes in their communities. They were also supported to attend statewide conferences to build their capacity, such as the Michigan Department of Community Health-sponsored *Designing Healthy Livable Communities Conference* in 2005 and 2007 and Michigan State University-sponsored *CHOICES Conference* in 2006 and 2007.

METHODS: IMPLEMENTATION AND EXPANSION

After the funded planning period, the next three years of the project were designed to be implementation years where the health departments and their coalitions would select and implement projects from their strategic plan. Health departments were encouraged to select evidence-based changes that were likely to yield positive behavior changes in their communities. Examples of changes coalitions selected included: building and enhancing walking and biking trails, creating and enhancing farmers' markets, developing school and community gardening programs, changing zoning policies, enhancing parks, developing county-wide walking and biking plans, and passing smoke-free ordinances for beaches, work sites, trails and parks.

Throughout the course of the project, it was recognized that marketing and education were needed to engage community residents and promote the changes being made in their communities. In order to get residents to utilize the farmers' markets, walking trails and other community changes created by the project, residents

needed to be aware and supportive of them. These activities were also needed to fulfill the other layers of the Social Ecological Model to make the project more comprehensive and increase the likelihood of effectiveness. In 2006, Michigan Department of Community Health partnered with Michigan State University Extension to participate in the United States Department of Agriculture Food Stamp Nutrition Education (FSNE) Program to accomplish this.

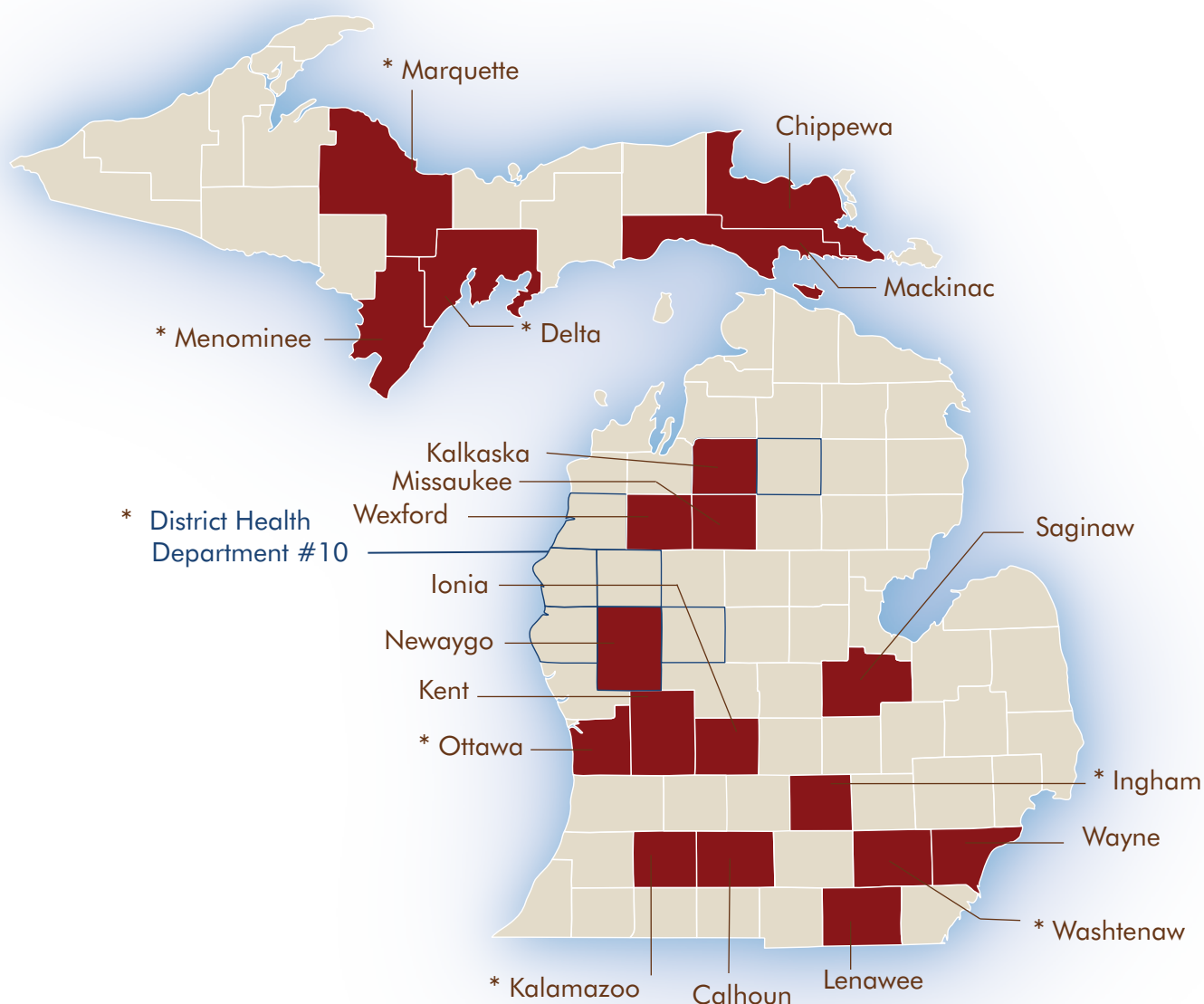
FSNE is designed to increase nutrition and physical activity education opportunities for low-income residents, and therefore was a natural compliment to policy and environmental efforts aimed at low-income audiences. FSNE funds, however, could not be used to support tobacco-prevention projects, so these projects continued to be funded only through Michigan Department of Community Health.

Michigan Department of Community Health and the local health departments partnered together to draw down \$1 of federal funds from FSNE for every \$1 of state or local funds contributed to the project. These state or local funds, called match, come from non-federal funding sources, such as foundation grants, partners' budgets, and local funding.

This partnership has greatly enhanced the quality of the Building Healthy Communities Project. FSNE monies allowed local health departments to create walking maps to trails they had enhanced or developed, provide marketing materials and taste testing at farmers' markets to increase usage, and develop community gardening curriculum to educate residents about good nutrition. The combination of the two funding sources allowed the full spectrum of the Social Ecological Model to be addressed. The FSNE funding also more than doubled the number of communities in the project. Funding from the FSNE Program completely supported the nutrition education projects of an additional 8 counties. The projects in these 8 counties were coordinated by Michigan State University Extension program leaders. Although these counties did not receive funding from Michigan Department of Community Health for policy and environmental change, they were able to compliment similar initiatives in their communities through education, awareness and social marketing. This allowed the project to expand from 17 to 25 counties.

Counties with Funding for Policy & Environmental Changes and Nutrition & Physical Activity Education

The highlighted counties received funding to improve the physical activity and nutrition in their communities, particularly through policy and environmental changes.



* Counties receiving funding from both Michigan Department of Community Health and the USDA Food Stamp Nutrition Education Program.

Building Healthy Communities *Results*

Assistance was provided to local health departments in evaluating their coalitions, designing evaluation plans to monitor their project implementation and progress, and in conducting evaluation of their community changes and outreach practices.

From the funding provided to the seven county local health departments and eight Michigan State University Extension agencies over the course of the project, coalitions leveraged an astounding \$1,497,904 from other state, local, and foundation funding.

A summary of the project's outcomes are described below:

People served *	284,560
People reached **	1,163,436
Number of partners working on community coalitions	283

Community Outreach and Awareness

Walking maps distributed	14,000
Fitness classes provided	129
Healthy food taste testings provided	2,129
Nutrition education classes provided	100
Nutrition education posters placed in low-income areas	804
Day care centers receiving healthy eating and physical activity booklets	590
Number Senior Project FRESH coupon books distributed	5,000

Community Assessment and Planning

Number of Healthy Community Checklists completed	29
Number of Promoting Active Communities completed	24
Number of Nutrition Environment Assessment Tools completed	11
Number of Smoke-Free Community Assessment Tools completed	3

All assessment tools are available online at www.mihealthtools.org.

* People served refers to the people who attended classes, were sent brochures, participated in programs, etc. Estimate based on 2005-2006 data.

** People reached refers to all people living in the counties served by this grant — there is a potential to reach all of them with information through media, trails, farmers markets, policies, etc.

Policy and Environmental Changes

Number of new/enhanced trails	11
Miles of new or enhanced trails	58.6
Trails that are new/enhanced include: <i>Delta</i> : Gladstone non-motorized trail <i>Ingham</i> : Hunter Park Path <i>Kalkaska</i> : Kalkaska Area Recreation and Trails closed loop walking trail <i>Marquette</i> : Heritage Trail and Ishpeming Recreational Trail Fit Strip <i>Missaukee</i> : Missaukee Foot Trail <i>Newaygo</i> : Town & Country Path <i>Ottawa</i> : Apple Trail and Northside Pathway <i>Washtenaw</i> : Depot Trail <i>Wexford</i> : Cadillac trails	
Number of new farmers' market locations	4
New farmers' markets include: <i>Ingham</i> : Allen Street Farmers' Market <i>Washtenaw</i> : Chelsea Community Hospital Farmers' Market, Manchester Farmers' Market, and Downtown Ypsilanti Farmers' Market	
Number of new healthy food places	6
New places providing more and/or accessible fruits and vegetables include: <i>Ingham</i> : Save More Meat & Dairy Market, B&B's Produce Stand, Toolan's, Quality Dairy, and Pleasant View Magnet School <i>Marquette</i> : Holiday gas stations	
Number of new community gardens	7
Community gardens that are new include: <i>Calhoun</i> : Post-Franklin community garden <i>Chippewa</i> : Bay Mills summer garden <i>Ingham</i> : Riddle Elementary community garden, Hunter Park Gardenhouse <i>Ottawa</i> : Holland community garden <i>Washtenaw</i> : Saline community garden <i>Wayne</i> : Greening urban garden	
Number of enhanced parks	7
Acreage of enhanced parks	108
Parks that were enhanced include: <i>Ingham</i> : Hunter Park <i>Kalamazoo</i> : Lakewood Park, Milham Park, Southside Park, Stroud Park, and Wilson Park <i>Menominee</i> : Henes Park	
Working on clean indoor air ordinances	6
<i>Delta, Kalkaska, Menominee, Missaukee, Washtenaw, and Wexford counties</i>	

Lessons Learned

ONE / COMMUNITY CHANGE TAKES TIME

Creating new trails, upgrading parks with new equipment, building community and school gardens, and establishing new farmers' markets does not happen overnight. These types of changes take the work of many dedicated partners and many hours of time to plan, implement and continue to support and sustain. Furthermore, one of these changes alone will not suffice in changing the population's behaviors. To fully support healthy eating and active and tobacco-free lifestyles, communities will need to continue to support activities that increase and/or enhance access to healthy eating, physical activity and tobacco-free living.

TWO / POLICY AND ENVIRONMENTAL CHANGE PROJECTS ARE DIFFICULT TO EVALUATE AND SHOW OUTCOMES

As public health continues to shift to evidence-based interventions, practitioners are encouraged to conduct more stringent evaluations of their efforts to determine the effect that the interventions have on improving the health of the community. With policy and environmental changes, it can be very difficult to measure these effects. Also, public health practitioners often do not have the time, training, or resources to conduct large-scale evaluations like that of the research community. This can be a challenge when the program is charged with providing individual-level outcome data in short periods of time. This data may not only be difficult to collect, but findings may not necessarily be attributable to this project alone because conditions are not controlled. Furthermore, changes in behavior on a population level often take many years to show up in surveillance and monitoring reports.

The Building Healthy Communities Project has addressed these challenges by hiring an external evaluator to assist coalitions with designing and implementing evaluations of their projects and by providing training and technical assistance to coalitions in conducting evaluation and implementing evidence-based interventions.

THREE / DIVERSE PARTNERSHIPS ARE ESSENTIAL FOR CREATING POLICY AND ENVIRONMENTAL CHANGES

No one organization or local health department made the changes reported in this document all by themselves. Local health coalitions were developed at the county, community and neighborhood levels.

These coalitions were often action teams or groups already working together; however, some were newly formed during this project. In both cases, the coalitions realized that there were many different initiatives needed to enhance the lifestyles of the residents and choosing where to start was a challenge. Local public health developed relationships with local government officials (mayors, city council, township boards, etc.), local and regional planners and engineers, YMCAs, hospitals, residents, local non-profits, county commissioners, farmers, schools, businesses and chambers of commerce. These entities were needed to successfully develop and maintain trails, keep farmers' markets open, and pass smoke-free policies.

FOUR / FUND ORGANIZATIONS WHO HAVE A MISSION CONSISTENT WITH THE GOALS OF THE PROJECT

Public health initiatives are often challenged by funding concerns, including lack of funds and categorical funding. One of the goals of the Building Healthy Communities Project is to create ongoing, sustainable changes in communities. With uncertain funding levels from year to year, coalitions cannot rely on the Michigan Department of Community Health for sustained funding for this project. Therefore, it is necessary for project leaders to develop a sustainable infrastructure for continuing to carry out community changes.

With these concerns in mind, the Building Healthy Communities Project increased the capacity of groups who would have a constant presence in their communities, such as local health departments and Michigan State University Extension. Both of these agencies are present or provide services to all counties in the state of Michigan. In addition

to being in every county, both of these organizations have within their mission the charge to improve the health of the community. Therefore, the goals of this project are aligned with normal day-to-day functions of these organizations.

Challenging local health departments and county Extension agencies to be leaders in policy and environmental change for physical activity, nutrition and tobacco-free lifestyles has been successful. Michigan Department of Community Health and Michigan State University Extension staff provide monthly technical assistance and training calls and share new research and best practices, share funding opportunities, and gather evaluation data. The technical assistance and training has made these local health departments and county Extension agencies experts in resources and relationships in their jurisdiction.

Next Steps

Michigan Department of Community Health and Michigan State University Extension plan to continue their mutually beneficial partnership to create even more healthy communities throughout Michigan. These groups will continue to provide technical assistance support and training to local health department and county Extension agency staff and their local partners to build local capacity to carry out population-based projects. This includes offering regional trainings and statewide conferences such as *Designing Healthy Livable Communities*. Project leaders will also continue to steer coalitions in the direction of strategic planning and to develop a vision and multi-year plans to create change in their communities.

In order to maximize already scarce resources, the above organizations will continue to seek alternative and additional funds to provide more health departments and community coalitions the opportunity to create change.

Integration of programs will also be a priority. Local leaders will continue to be encouraged to integrate changes made through the Building Healthy Communities Project with other local programs that have a similar mission to improve health, such as the Women, Infants and Children program and the WISEWOMAN program. These programs serve low-income populations who often have limited access to fresh, affordable and healthful foods and opportunities for physical activity. Therefore, these populations could greatly benefit from changes made through the Building Healthy Communities Project which could compliment and reinforce the education they already receive about living healthy lifestyles.

MSU Extension Calhoun County



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Calhoun County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 4 in 5 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 1 in 3 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Calhoun County Choose Health Coalition

Mission: To reduce obesity in Calhoun County by promoting a lifelong commitment to good nutrition and regular physical activity.

Coalition partners represent schools, nonprofit organizations, funding agencies, residents, businesses, and churches.

Leveraged Funds

With grant funds secured by this program, the Choose Health Coalition has been able to secure:

- \$375 from the Battle Creek Community Foundation for the Healthy School Summit

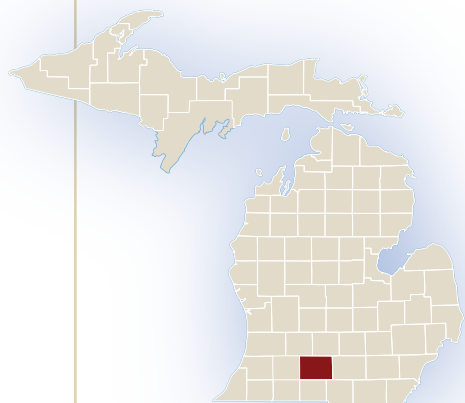
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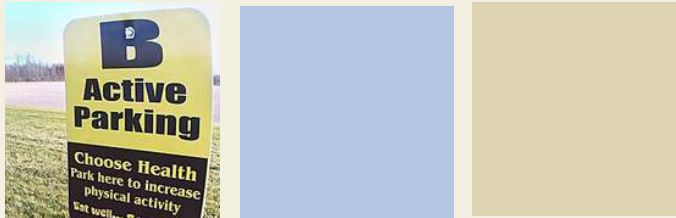
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Success Story: “B Active” Signs

Calhoun County’s Choose Health Coalition, led by the Battle Creek YMCA, knows that every minute of physical activity residents get adds up! This coalition is encouraging residents to be more physically active by placing “B Active” signs throughout the community. These signs serve as point-of-decision prompts, or visual reminder cues to residents to walk more and get the most physical activity in when completing activities in their everyday life. “B Active” signs are posted in parking lot spaces far from store entrances to increase walking and near elevators to encourage people to use stairs instead of the elevator. Some retailers are even giving prizes to people parked in “B Active” spaces.

“As an advocate for healthy lifestyles, I love seeing a constant reminder that is simple, to the point, and not intimidating.”

-Dan Fullenkamp, Battle Creek YMCA

Research studies show that point-of-decision prompts, such as the “B Active” signs, are effective tools in encouraging people to be more physically active.³

Other Projects in Calhoun County:

Media Outreach

Health articles that educate residents on healthy lifestyles are published monthly in the Battle Creek Enquirer’s “Mind, Body, and Spirit.” A weekly column is also published in the “Community Ad-Visor,” which serves Marshall, Albion, and Homer.

Healthy Students

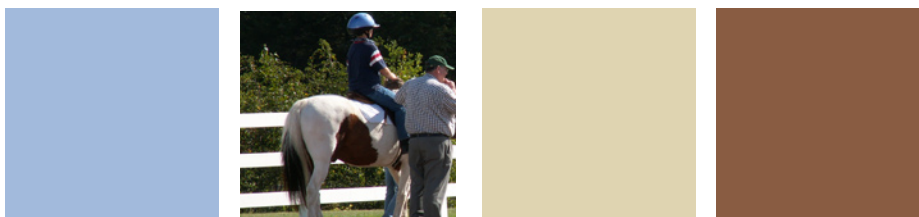
Peer educators have been trained in Battle Creek and Albion to work with limited-income audiences in after-school and summer programs that focus on the importance of eating fruits and vegetables and increasing physical activity.

Healthy Schools

Twelve school districts have sent student and staff teams to a healthy schools summit, which focused on developing strategies for implementing their local wellness policies. This training builds the capacity of local schools to create meaningful changes in their school community.

³ Kahn EB, Ramsey LT, Brownson RC, Heath GW, Howze EH, Powell KE, Stone EJ, Rajab MW, Corso P: The effectiveness of interventions to increase physical activity: A systematic review. *American Journal of Preventive Medicine* 2002;22 (4S):73-102.

MSU Extension Chippewa County



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Chippewa County Chronic Disease Risk Profile:

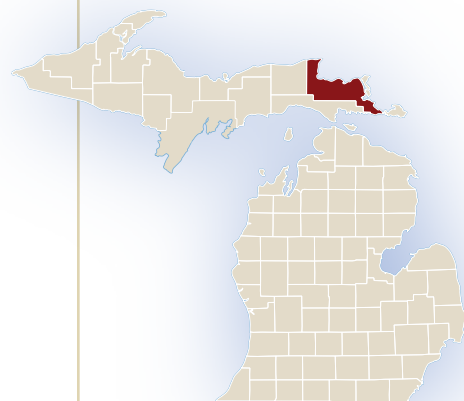
- 1 in 3 adults do not get enough physical activity
- 4 in 5 adults do not consume enough fruits and vegetables
- 1 in 2 adults are overweight or obese
- 1 in 4 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Chippewa County Building a Healthier Community Coalition

Mission: To improve the health and well-being of our community by collaborating resources, which offer opportunities for building a healthy mind, body, and spirit through physical activity, healthy food, and environmental options.

Coalition partners represent nonprofit organizations, tribes, funders, residents, and businesses.



For more information, please contact:

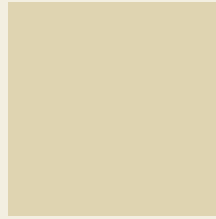
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Success Story: Helping Other People Excel

In 2006, Chippewa County Community Coalition hosted a week-long summer day camp called H.O. P. E. (Helping Other People Excel) that used horseback riding to excite and engage youth in new and alternative forms of physical activity. This day camp was accompanied by an ongoing weekly series of activities on physical fitness and nutrition. More than 190 youth participated in these events.

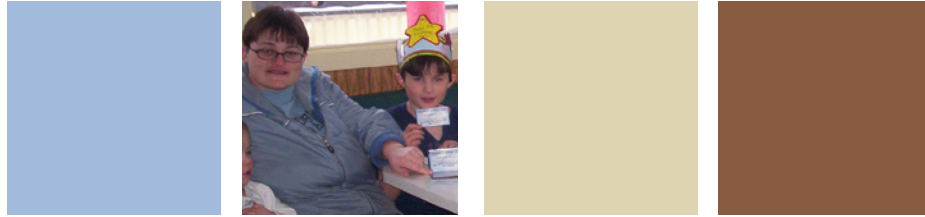
This initiative was made possible by the dedication of multiple organizations, including the Boys and Girls Club, MSU Extension, Big Brothers/Big Sisters, local tribes, recreation center, and schools. Partners from these organizations worked together for two years to develop the summer camp, which was so successful that it was offered to youth again in 2007.

"In a week, we've seen children who were afraid of horses get up on the horses' backs and ride."

-Maxine McCroxy, Clovetland Electric Co-Op member

Evaluation results from the H.O. P. E. program indicate positive changes in both knowledge and behavior related to physical activity.

Public Health, Delta & Menominee Counties



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Delta and Menominee Counties Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 3 in 4 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 1 in 3 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Healthy Community Advisory Committee

Mission: To promote and increase physical activity, healthy eating and tobacco-free lifestyles through policy and environmental changes, thereby improving the overall health of residents in Delta and Menominee Counties.

Partners represent schools, nonprofit organizations, service clubs, residents, businesses, and parks & recreation.

Leveraged Funds

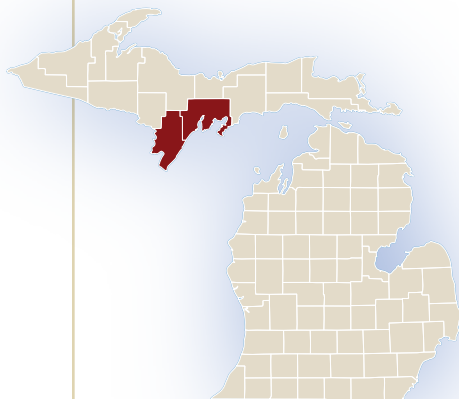
- \$425,150 from City of Gladstone for trail work
- \$7,500 from Community Tobacco Reduction Coalition for staffing
- \$2,000 from WISEWOMAN for staffing

For more information, please contact:

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Success Story: Smoke-Free Media Campaign

In Delta and Menominee Counties, restaurants that offer smoke-free dining are praised by residents. Smoke-free business cards created by the Community Tobacco Reduction Coalition are provided to county residents to thank restaurants that are smoke-free for providing a healthy atmosphere for patrons. Restaurant patrons can also leave cards at the table to encourage restaurants that allow smoking to consider going smoke-free. In addition to praise and encouragement, the cards also include information on second-hand smoke, which is particularly harmful to restaurant workers who are exposed to smoking environments. A media campaign compliments the dining cards and includes radio public service announcements, newspaper articles and other print materials about following a tobacco-free lifestyle. This initiative is being evaluated with a post survey to determine whether more businesses go smoke-free after the campaign.

.....
"I really enjoy using the smoke-free restaurant cards as they encourage restaurants who may not have already initiated a smoke-free policy to maybe consider it."

-Rose Dowd, Escanaba

.....
Research shows that smoking bans are an effective way to reduce exposure to tobacco smoke, a significant yet preventable cause of chronic illness.⁴

Other Projects in Delta & Menominee Counties:

Non-Smoking Regulations

The coalition is working to pass a county health regulation making all worksites and public places smoke-free and provide tobacco use treatment and cessation services.

Boardwalk Trail Extension

Connecting places for physical activity with local resources and businesses is a priority for the Healthy Community Advisory Committee and the City of Gladstone. In 2007, 1.2 miles was added to an existing trail system, completing a walking loop and connecting 8.5 miles of trail. The trail connects local neighborhoods with more than 70 businesses, a skate park and Gladstone Farmers' Market.

Healthy Seniors

Fitness equipment and nutrition programs have been developed and taken to the four local senior centers to provide easy access to these programs.

⁴ David P. Hopkins, Peter A. Briss, Connie J. Ricard, Corinne G. Husten, Vilma G. Carande-Kulis, Jonathan E. Fielding, Mary O. Alao, Jeffrey W. McKenna, Donald J. Sharp, Jeffrey R. Harris, et al. Reviews of evidence regarding interventions to reduce tobacco use and exposure to environmental tobacco smoke. *American Journal of Preventive Medicine* 2001;20(2S):16-66.

District Health Department #10

Kalkaska, Missaukee, Newaygo & Wexford Counties



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Kalkaska, Missaukee, Newaygo & Wexford Counties

Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 4 in 5 adults do not consume enough fruits and vegetables
- 3 in 5 adults are overweight or obese
- 1 in 3 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention:

District Health Department #10

Mission: To achieve our collective vision of quality of life in our community through the provision of leadership in the design, delivery and oversight of health, education, and human services.

Coalition partners represent nonprofit organizations, residents, healthcare organizations, schools, & businesses.

Leveraged Funds

- \$215,700 from Michigan Department of Transportation
- \$72,000 in local cash contributions
- \$3,500 from Consumers Energy
- \$3,407 from Missaukee Conservation District
- \$1,000 from Wal-Mart for trail development
- \$10,000 from Mercy Hospital for coalition activities

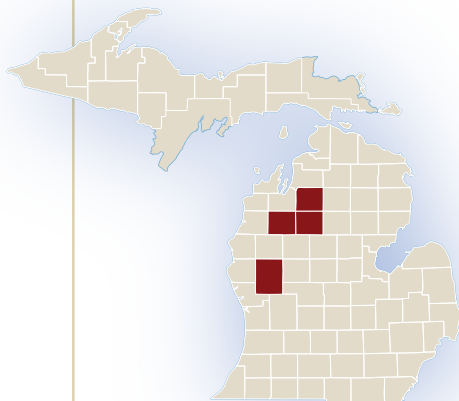
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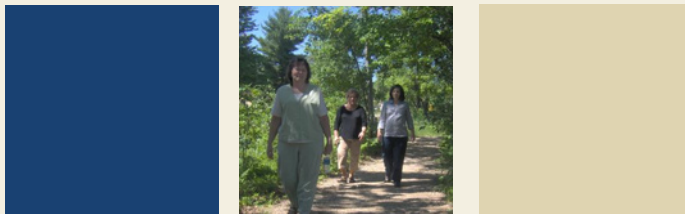
District Health Department #10

Kevin Hughes (khughes@dhd10.org / 231-876-3839)

Cardiovascular Health, Nutrition & Physical Activity

Christi Downing (downingch@michigan.gov / 517-335-8771)





Success Story: Missaukee Foot Trail

In Missaukee County, health coalition members realized that there were no safe walking areas in downtown Lake City except for a small number of sidewalks. To fix this problem, multiple partners came together to construct 1.25 miles of new trail complete with signs, benches, and gravel. In the first few months the trail was open (October - December 2006), the new trail was used 465 times as measured by an electronic trail tracker device. Plans have been developed to expand the walking trail by .25 miles. The County Road Commission has donated land to accommodate the expansion.

"I try to walk the trail before I start working in the morning, at lunch and after work. Sometimes when the day gets a little stressful, I will take a walk for my break. I feel so much better since I have started walking."

-Carol Sellers, Missaukee County Clerk

Trails may improve local economies, increase property values and preserve the integrity of the environment. Cross-sectional studies also indicate that living near trails may increase walking among local residents.⁵

⁵ Pierce JR Jr, Denison AV, Arif AA, Rohrer JE. Living near a trail is associated with increased odds of walking among patients using community clinics. *Journal of Community Health* 2006;31:289-302.

Other Projects in Kalkaska, Missaukee, Newaygo & Wexford Counties:

Smoke-Free Living (Kalkaska & Missaukee)

The coalition is working to protect residents from the poisonous effects of second-hand smoke. The goal is to increase the number of apartment complexes that are smoke-free by 10%. The group is also working on passing an ordinance that will prohibit smoking in all private and public gathering, meeting, and workplaces.

Kalkaska Walking Trail

A 2.3 mile paved, closed-loop walking trail was recently constructed in the village of Kalkaska to help community residents increase their physical activity.

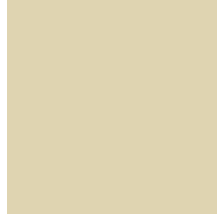
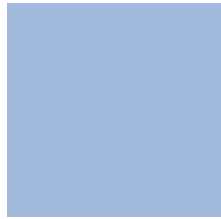
Healthy Food Shelf Tag System

Newaygo County coalition members have designed and implemented a shelf tag system in a local grocery store to help residents identify healthier food choices. The coalition has plans to expand this project to a local hospital and two local schools.

Newaygo County Walking Trail

Coalition members are working to enhance 2 miles of existing trails by providing benches, bike racks, signs, and better accessibility for residents.

Ingham County Health Department



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Ingham County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 7 in 10 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 1 in 4 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Moving Our Community Toward Health Coalition

Mission: To nurture healthy people, policies, and places in the Greater Lansing region, focusing on issues such as access to healthy food, wise land use, walkability, and cardiovascular health.

Coalition partners represent local government, nonprofit organizations, farmers, residents, businesses, and schools.

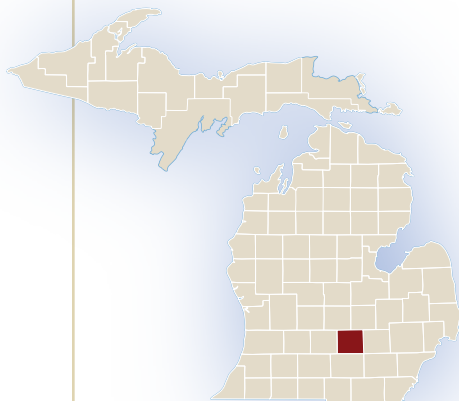
For more information, please contact:

Ingham County Health Department

Janine Sinno (jsinno@ingham.org / 517-887-4664)

Cardiovascular Health, Nutrition & Physical Activity

Lisa Grost (grostl@michigan.gov / 517-335-9781)





Success Story: School Garden Club

After finding that local residents lacked access to fruits and vegetables, coalition members created a school and community garden and gardening club at Riddle Elementary School in Lansing. The gardening club provides after-school and summer learning opportunities to students to learn how to plant seeds, tend a garden, meet “real farmers,” eat fresh produce they grow themselves, and paint a garden-themed mural. Students also learn about good nutrition habits. International education focused on agriculture is integrated into learning specifically to reach out to the international students at the school.

“Wow! I never knew how delicious fresh picked spinach was! This tastes really good!”

*-Bridgette Gonzalez, Student
at Riddle Elementary School*

Preliminary evidence suggests that school gardens may enhance students’ learning in school, increase nutrition education knowledge, and may result in increased consumption of fruits and vegetables.⁶

⁶ McAleese JD, Rankin LL. Garden-based nutrition education affects fruit and vegetable consumption in sixth-grade adolescents. *Journal of the American Dietetic Association* 2007;107:662-665.

Other Projects in Ingham County:

Hunter Park Enhancements

Coalition members have developed a 0.25 mile paved walking loop and installed water and electricity in a garden house at Hunter Park. The house will be used for gardening and nutrition programs. Additional ongoing physical activity opportunities will also be provided at the park, such as basketball and Ultimate Frisbee programs.

Healthy Students

Over 500 students at Pleasant View Magnet School are able to select fresh produce grown on local farms on the a la carte menu at lunch. Nutrition education materials are also being integrated into the classrooms to improve students’ knowledge of healthy behaviors.

Healthy Offerings at Convenience Stores

The coalition has partnered with local convenience stores Quality Dairy and Toolan’s to increase produce offerings, thereby increasing local residents’ access to fruits and vegetables. Healthy recipe cards are also provided at Quality Dairy and more freezer space dedicated for fruits and vegetables has recently been allocated at Toolan’s.

Smart Commute

An annual Smart Commute campaign is held to encourage business employees to use alternative modes of transportation such as walking, biking or buses. In 2007, 30 companies recorded over 2500 active trips, 100 people took biking/transportation safety classes and one company added a biking garage.

MSU Extension *Ionia County*



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Ionia County Chronic Disease Risk Profile:

- 3 in 5 adults do not get enough physical activity
- 3 in 5 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 1 in 4 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention:

Ionia Youth Workgroup

Mission: To improve the health of children and their families through the prevention of weight problems and related chronic diseases.

Coalition partners represent schools, nonprofit organizations, police, and libraries.

Leveraged Funds

- \$575 from local source for Family Fun Guides

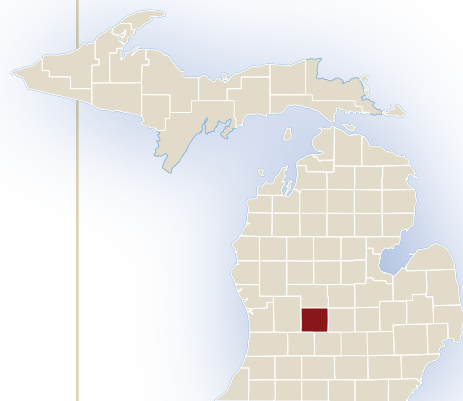
For more information, please contact:

Ionia County Extension

Brenda Long (longbr@msu.edu / 616-527-5357)

MSU Extension Project Leader

Gretchen Hofing (hofinggr@msu.edu / 517-264-5302)





Success Story: Family Bookbags

Family Bookbags containing information on healthy eating, fruits and vegetables and MyPyramid were provided to families at Belding and Threshold Academy Elementary Schools. The Family Bookbags were designed to increase nutrition education and awareness and were accompanied by school announcements and newsletter messages.

"The Family Bookbags are fun and hold the attention of the students. The tip sheets and recipe cards are a great way for parents and teachers to put the books into practice."

-Principal, Palo Community Schools

Involving the entire family in learning about healthy lifestyles may increase nutrition knowledge and translate to healthy household changes that benefit the entire family. Some studies have suggested that targeting parents for behavior change may have additional benefit beyond targeting the child only.⁷

Other Projects in Ionia County:

Healthy Families

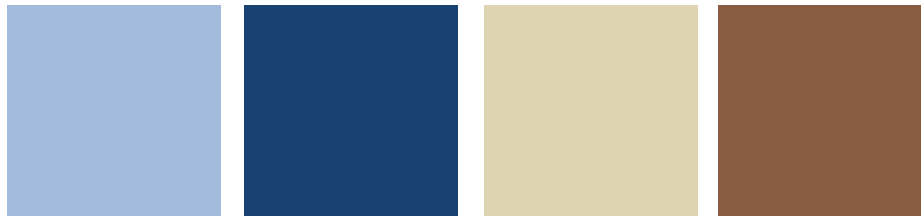
The Ionia Youth Workgroup created Family Fun Guides to distribute to families throughout the Ionia County school district. These guides provided information on free or low-cost family physical activity opportunities in the local area as well as accompanying reading materials about physical activity available in the local library.

Healthy Students

To encourage healthy lifestyles in elementary school students, the Ionia Youth Workgroup provided before and after school programs with pedometers to track walking steps and healthy eating messages to improve nutrition habits.

⁷ Summerbell CD, Ashton V, Campbell KJ, Edmunds L, Kelly S, Waters E. Interventions for treating obesity in children (Review). Cochrane Database of Systematic Reviews Issue 3. Art. No.: CD001872. DOI: 10.1002/14651858.CD001872.

Kalamazoo County Health & Community Services



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Kalamazoo County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 4 in 5 adults do not consume enough fruits and vegetables
- 3 in 5 adults are overweight or obese
- 1 in 4 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Kalamazoo Steps Up Coalition

Mission: To provide opportunities to all Kalamazoo County residents to engage in health promoting behaviors including physical activity, healthy eating habits, and the reduction of tobacco use.

Coalition partners represent local government, nonprofit organizations, residents, schools, businesses, and colleges.

Leveraged Funds

- \$75,000 from the City of Kalamazoo for park upgrades
- \$20,000 from the Charter Township of Kalamazoo for park upgrades

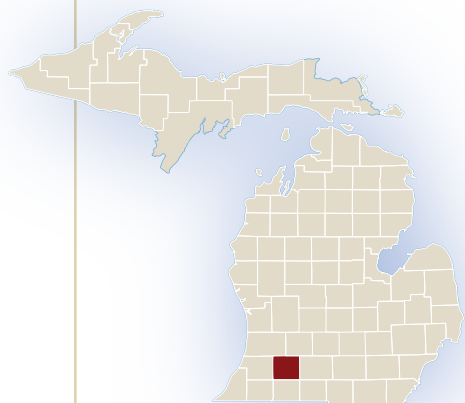
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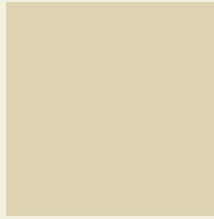
Kalamazoo County Health Department

Jeannie Byrne (jbyrne@kalcounty.com / 269-373-5025)

Cardiovascular Health, Nutrition & Physical Activity

Christi Downing (downingch@michigan.gov / 517-335-8771)





Success Story: Kalamazoo Park Upgrades

Kalamazoo Steps Up Coalition has been busy upgrading local parks to increase their use by local residents and encourage families to be active in their communities. The coalition coordinated funding to provide upgrades to Lakewood Park, including installation of age-appropriate preschool playground equipment and park signs. Stroud Park upgrades focused on creating a walking path, connecting a sidewalk and providing a swing set and tennis backboard. Milham Park was also upgraded by repairing a pedestrian bridge. At the Southside Park, a new walkway to access the park was installed. All upgrades were selected through a community needs assessment process.

"To put a dollar value on the Lakewood Park upgrades, I would estimate \$90,000 for the whole project. To put a money value to the neighborhood, which is middle class and below, is PRICELESS!"

- Bob VanderKlok, Lakewood resident

Parks offer a variety of benefits to individuals and communities, including health, social, environmental, and economic benefits. Upgrading parks to improve their condition, aesthetics, features and access may increase their use and therefore increase physical activity levels of residents.⁸

Other Projects in Kalamazoo County:

Healthy Eating

Mobile mini-markets with fresh fruit and vegetable taste testing were provided in conjunction with youth and senior programs to increase access to and consumption of healthy foods.

Get Active!

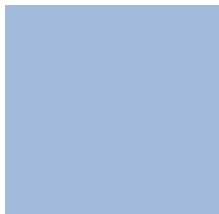
Neighborhood fitness walks are being scheduled to encourage residents to engage in more physical activity. Taste testing of healthy foods is being done in conjunction with the fitness walks to encourage healthy eating.

Smoke-Free Living

The Coalition is currently building capacity to work on smoke-free workplace regulations.

⁸ Bedimo-Rung AL, Mowen AJ, Cohen DA. The significance of parks to physical activity and public health: a conceptual model. *American Journal of Preventive Medicine* 2005;28 (2 Suppl 2):159-168.

MSU Extension Kent County



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Kent County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 3 in 4 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 3 in 10 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Kent MSU Extension and Kent Coordinated School Health Team

Mission: To empower students and staff success through healthy school environments.

Coalition partners represent schools and nonprofit organizations.

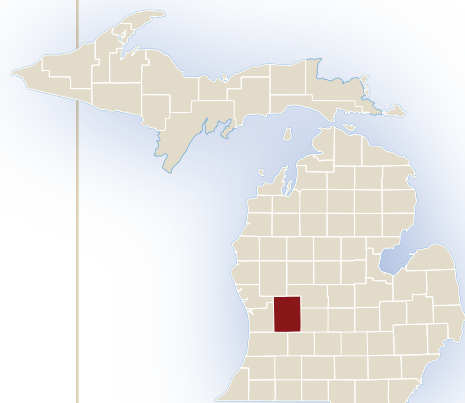
For more information, please contact:

Kent County Extension

Farris Withers (withersf@msu.edu / 616-336-3265)

MSU Extension Project Leader

Gretchen Hofing (hofinggr@msu.edu / 517-264-5302)





Success Story: Eat Smart, Play Hard

Kent County Coalition's priority is to deliver educational programs in a 4-5 week series to students in order to improve knowledge and behaviors related to physical activity and fruit and vegetable consumption. The lessons include hands-on educational activities and games, food demonstrations, visual aides, and calendars for tracking daily physical activity. Parents receive brochures teaching them how to provide healthier foods to their children.

"I learned a lot about nutrition and good foods. I know that vegetables are good for me and so are healthy snacks. I like being active now."

-Jessica Rodriguez, 4th grade student, Southwest Community Campus

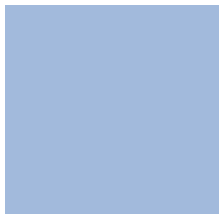
Experts agree that schools, as organizations where the vast majority of children spend much of their time, have a important role to play in shaping healthy eating and physical activity behaviors among youth.

Other Projects in Kent County:

Healthy Collaboration

Organizations throughout Kent County helped at the Summer Kickoff Event to promote healthy eating and physical activities for families in 2007. MSU Extension passed out granola bars and food guide and physical activity pyramids to educate parents and youth on healthy lifestyles. Over 500 people attended the event.

MSU Extension Lenawee County



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Lenawee County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 3 in 4 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 1 in 3 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

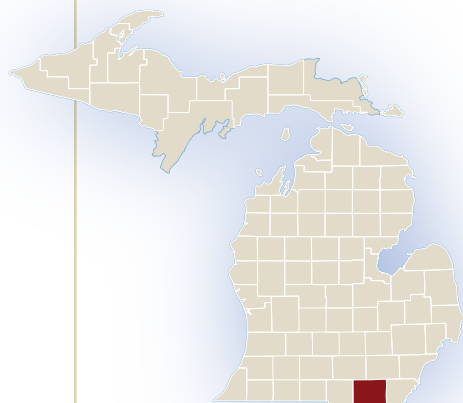
Leading the Way in Chronic Disease Prevention: Healthy Lenawee Committee

Mission: To improve the health of children and their families in Lenawee County through prevention of weight problems and related chronic diseases.

Coalition partners represent schools, nonprofit organizations, libraries, residents, and businesses.

For more information, please contact:

MSU Extension Project Leader
Gretchen Hofing (hofinggr@msu.edu / 517-264-5302)





Success Story: Focus Groups

In some instances, community health organizations jump to provide programs prior to determining the needs of their community. In order to find out what the target population's needs were, Healthy Lenawee Coalition held focus groups and completed surveys with 45 Head Start parents. These focus groups allowed parents to discuss their thoughts and beliefs on healthy eating with coalition members. The focus groups were accompanied by food demonstrations, examples of developmentally-appropriate play with preschoolers, and hands-on gardening with pots and plants.

From the focus groups, three programs were developed: a walking program and Family Fun Guide linking local activity with literacy, nutrition lessons for Head Start classrooms through MSU Extension, and a gardening program with students at the Head Start facilities and Hidden Lake Gardens.

"The MSU Extension gardening program gave our class an opportunity to plan our own garden, as well as learn about a variety of fruits and vegetables the kids may have never been exposed to before."

-Head Start Teacher, Lenawee County

Involving the intended users of a program in its design is a strategy recommended by Centers for Disease Control and Prevention for designing effective interventions.⁹

Other Projects in Lenawee County:

Jump Into Foods & Fitness

Local schools and the Parks and Recreation Department are partnering together to offer after-school programs to kids focused on good nutrition and physical activity.

Family Fun Guides

Family Fun Guides were developed to expand the use of nutrition curriculum and promote the use of local physical activity resources in the community. Twelve county libraries participated in connecting these activities to family-friendly reading options.

⁹ Centers for Disease Control and Prevention. Framework for program evaluation in public health. Morbidity and Mortality Weekly Report 1999;48 (RR11):1-40.

MSU Extension Mackinac County



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Mackinac County Chronic Disease Risk Profile:

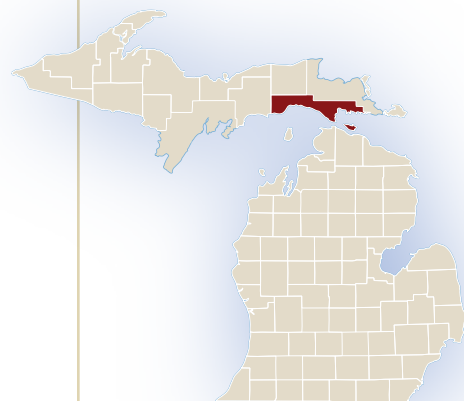
- 1 in 3 adults do not get enough physical activity
- 4 in 5 adults do not consume enough fruits and vegetables
- 7 in 10 adults are overweight or obese
- 1 in 6 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Mackinac County Community Wellness Coalition

Mission: To improve the health and well-being of our community by collaborating resources which offer opportunities for building a healthy mind, body, and spirit through physical activity, healthy food, and environmental options.

Coalition partners represent hospitals, tribes, schools, and nonprofit organizations.

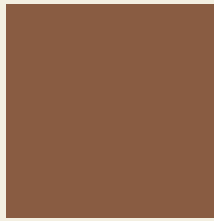
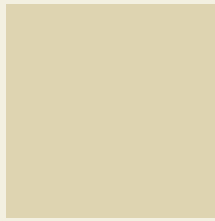


For more information, please contact:

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MSU Extension Project Leader
Gretchen Hofing (hofingr@msu.edu / 517-264-5302)





Success Story: Walking Program

The Mackinac County Community Wellness Coalition brought author, speaker, and walker Robert Sweetgall to the community to promote physical activity and better health. Mr. Sweetgall provided a series of school assemblies, staff development sessions, train-the-trainer workshops, and community seminars to over 1,700 youth, 36 teachers, and 54 community residents. Teachers were given specific activities to implement to improve mind, body, spirit, and character. Students were given pedometers and physical activity tracking logs to monitor their progress. As a result of the tenets shared by Mr. Sweetgall, many schools have now developed their own walking programs.

"Mr. Sweetgall was very uplifting and very motivational. I am paying closer attention to what I eat and getting more exercise in when I can."

-Student, Mackinac County

Other Projects in Mackinac County:

Taste Testing

In-school taste-testing of healthy foods encourages students to make choices in vending machines, school fundraisers, and a la carte lunch line.

Family Wellness

Family nights have included sharing packets of information with families about healthy eating and physical activity information.

Marquette County Health Department



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Marquette County Chronic Disease Risk Profile:

- 2 in 5 adults do not get enough physical activity
- 3 in 4 adults do not consume enough fruits and vegetables
- 7 in 10 adults are overweight or obese
- 1 in 3 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Marquette Active Living Task Force

Mission: To promote the maintenance and improvement of the health of Marquette County residents through environmental changes that support regular activity and good nutrition.

Coalition partners represent schools, colleges, nonprofit organizations, senior centers, businesses, and residents.

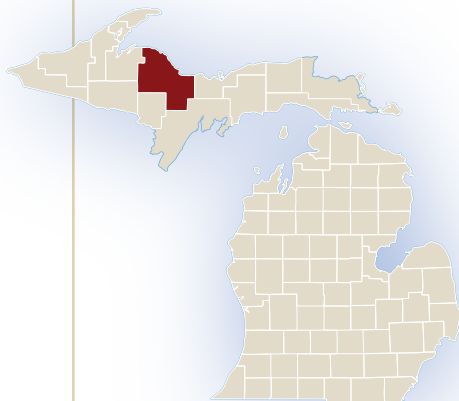
Leveraged Funds

- \$400,000 in staff time from various partner organizations to work on the Heritage trail
- \$75,000 from an arts grant to help with trail signs

For more information, please contact:

Marquette County Health Department
George Sedlacek (GSedlacek@mqcty.org / 906-315-2617)

Cardiovascular Health, Nutrition & Physical Activity
Karah Mantinan (mantinank@michigan.gov / 517-335-9670)





Success Story: Blue Shoes

Marquette has a long winter season that may discourage residents from getting outside and being active on a regular basis. To provide fun, outdoor physical activity during winter months, the Marquette Active Living Task Force provides a free snow shoe loan program called “Blue Shoes.” In the first year of the program, the 60 pairs of snow shoes provided by the program were checked out over 800 times. In the second year of the program, the “Blue Shoes” were checked out over 1,200 times, a 50% increase in usage! The program has attracted many people who have never tried snow shoeing. More than 60% of users said they were trying it for the first time.

Not only does this program encourage physical activity, it also encourages the use of the snow shoes on local trails, thereby introducing residents to resources for physical activity in their community.

“Our area sporting goods stores have reported a phenomenal increase in the number of people who purchase snow shoes. Blue Shoes has been a great tool to both market as well as get people to try out snow shoes who wouldn’t normally try them out.”

-Susan Brian, Noquemanon Trail Network

Creating access to places for physical activity is a Centers for Disease Control and Prevention recommended strategy for increasing physical activity.¹⁰

Other Projects in Marquette County:

Healthy Foods on the Go

Local convenience stores are partnering with the Task Force to offer “healthy coupons” and nutrition education to encourage residents to make better nutritional choices “on-the-go.”

Iron Ore Heritage Trail

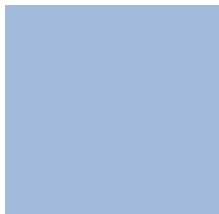
Marquette County Active Living Task Force aided in the development of a 12-foot wide paved trail between Ishpeming and Negaunee with universal access for all residents. When completed, this 50-mile trail will follow abandoned railroad grades that serviced many old iron ore mines in the area.

Yellow Bikes

The Marquette Yellow Bike Program provides residents with free bikes to ride around town. By providing free bikes on loan, there are more Marquette residents using the city’s fantastic bike path system. Twelve bike racks have also been placed around town for people to pick up and drop off the bikes on loan.

¹⁰ Centers for Disease Control and Prevention. The community guide to preventive services: physical activity. Available from: <http://www.thecommunityguide.org/pa/default.htm>

Ottawa County Health Department



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Ottawa County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 4 in 5 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 1 in 5 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Ottawa County Wellness Coalition

Mission: To empower Ottawa County residents to adopt healthy, sustainable lifestyles.

Coalition partners represent schools, nonprofit organizations, residents, and businesses.

Leveraged Funds

- \$10,000 in land from Trinity Reformed Church
- \$8,400 from the City of Zeeland for trail development
- \$500,000 from Mulders and other local businesses for the Northside Pathway trail

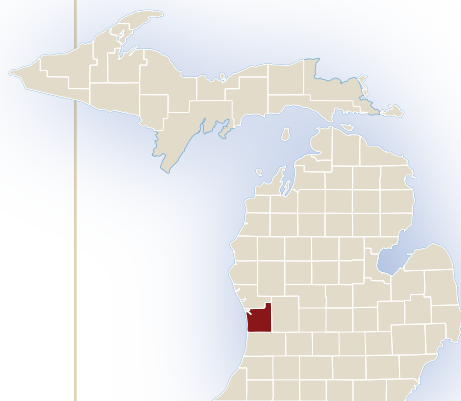
For more information, please contact:

Ottawa County Health Department

Lisa Uganski (luganski@co.ottawa.mi.us / 616-393-5770)

Cardiovascular Health, Nutrition & Physical Activity

Lisa Grost (grostl@michigan.gov / 517-335-9781)





Success Story: Northside Pathway

The Northside Pathway is a 1.5-mile non-motorized pathway that runs from State Street/96th Avenue to Fairview Avenue. The primary route of the path takes it along the Boone Drain which offers views of natural waterways, wetlands, and wooded areas. This scenic route through the Zeeland Industrial Park with 25 businesses is lighted and open 24 hours a day, offering many bridges and boardwalks along the way for access to neighborhood businesses.

"The Northside Pathway is a tremendous quality of life asset for individuals that work or live in Zeeland. The development of this pathway is just another example of the "can do" attitude and cooperative spirit that is amongst the private businesses, residents, and city government within the City of Zeeland."

-Tim Klunder, Zeeland City Manager

Trails may improve local economies, increase property values and preserve the integrity of the environment. Cross-sectional studies indicate that living near trails may increase walking among local residents.¹¹

Other Projects in Ottawa County:

Nutrition for Seniors

Senior Project Fresh is a federal program that provides low-income seniors with coupons to use toward the purchase of fruits and vegetables. In 2007, 300 coupon booklets valued at \$40 each were distributed.

Women and Children Eating Well

More than 800 pedometers and nutritional information were provided to individuals and families through the local Women, Infants, & Children offices in Holland and Grand Haven.

Healthy Students

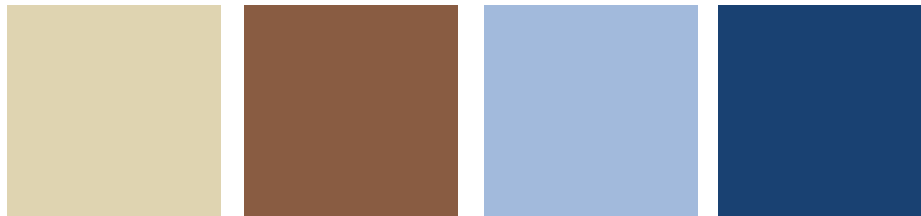
More than 400 elementary school students learned about good nutrition and jump roping through MSU Extension. Almost all of the students (92%) said they would try to exercise more.

Apple Trail

Volunteers assisted in completing a 14-acre park that will provide physical activity access to residents via a 0.5 mile walking trail on the Apple Trail, basketball and volleyball courts, and a playground.

¹¹ Pierce JR Jr, Denison AV, Arif AA, Rohrer JE. Living near a trail is associated with increased odds of walking among patients using community clinics. *Journal of Community Health* 2006;31:289-302.

MSU Extension Saginaw County



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Saginaw County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 4 in 5 adults do not consume enough fruits and vegetables
- 7 in 10 adults are overweight or obese
- 1 in 4 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Tri-County Nutrition & Physical Activity Task Force

Mission: To reverse the obesity trend in the Tri-County area and prevent related diseases and conditions by creating a healthier environment, developing programs and initiatives to increase physical activity and improve eating habits, promoting and collaborating on programs and services, and advocating for public policies that support a healthy lifestyle.

Coalition partners represent schools, nonprofit organizations, health care, civic groups, and businesses.

Leveraged Funds

- \$500 from local sources for printing community walking guides.

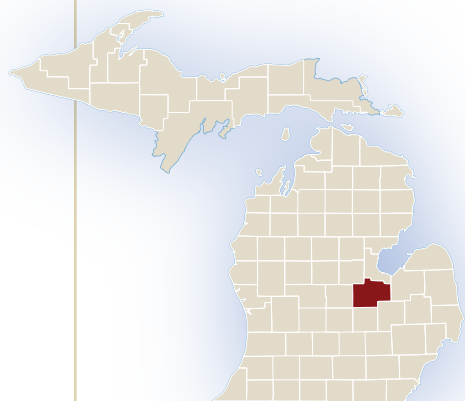
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Success Story: Walking Guides

The Tri-County Nutrition and Physical Activity Task Force is targeting all middle schools in Saginaw County to increase the physical activity levels of middle school youth. The Task Force developed a walking guide with maps and information that focuses on healthy eating and the benefits of physical activity. The walking guides were distributed to all middle school students who were encouraged to use them at home with their families.

"The walking guides are a great resource to have especially in the summer when I am off and looking for places for my kids and I to do some walking. I do know that all the students in my group (125 sixth grade students) took their walking guides home to their parents, and hopefully they too will find the walking guide as useful as I have."

-Trish, 6th grade teacher, White Pine Middle School

Other Projects in Saginaw County:

School Toolkit

The Task Force has developed a toolkit for the 54 low-income schools in Saginaw, Bay, and Midland counties to help them implement their local wellness policies. Included in the toolkit are strategies to connect students, families, and teachers to community resources that will help improve nutrition and increase physical activity.

Washtenaw County Public Health Department



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Washtenaw County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 3 in 4 adults do not consume enough fruits and vegetables
- 3 in 5 adults are overweight or obese
- 1 in 4 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Washtenaw County Healthy Communities

Mission: To reduce the occurrence of preventable chronic diseases, particularly those that are associated with being overweight, by assisting the residents of the communities in the pursuit of physical activity and healthy eating.

Coalition partners represent schools, nonprofit organizations, government, farmers' markets, residents, businesses, and health care.

Leveraged Funds

- \$8,000 from the CARES Foundation for trail development
- \$6,667 from local hospitals for staff time on nutrition education
- \$3,130 from the Rosebud Foundation for walking maps

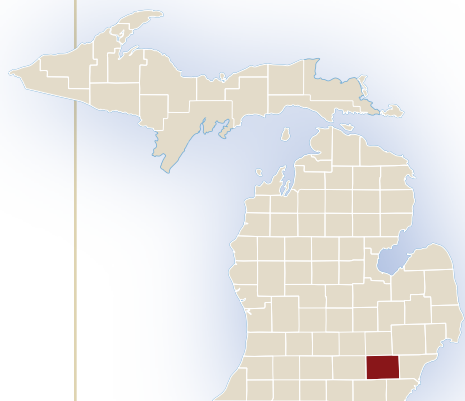
For more information, please contact:

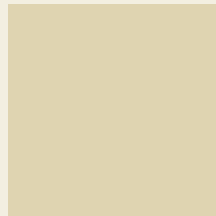
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Cardiovascular Health, Nutrition & Physical Activity

Lisa Grost (grostl@michigan.gov / 517 - 335-9781)





Success Story: Farmers' Markets

Farmers' markets provide community residents with access to fresh, affordable, locally-grown foods, and they are expanding across Washtenaw County. In Ypsilanti, a Geographic Information Systems (GIS) map was completed of food sources in the downtown area, bringing to light that there was a strong need for more sources of fresh produce. A new farmers' market with Electronic Benefits Transfer access to redeem food stamps was started, complete with a nutrition educator to help plan programs at the market.

A new farmers' market was also started at the Chelsea Community Hospital to meet community needs for more healthful foods. According to a customer survey, 75% of customers reported that they ate more fruits and vegetables and 40% ate less fast food because of the farmers' markets. Policy guides were developed to assist market operations.

"The Farmers' Market saves me a trip to the supermarket. It makes life easier when traveling by bus."

-Survey respondent, Ypsilanti

Other Projects in Washtenaw County:

Community Biking

Washtenaw County coalitions have installed more than 30 bike racks at popular community destinations throughout the Dexter and Ypsilanti communities. They have also hosted free physical activity events to increase awareness of biking routes, and over 200 residents have participated.

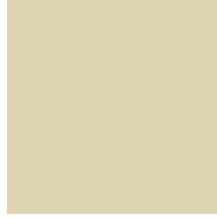
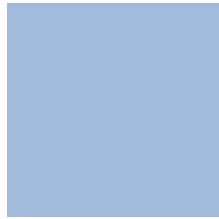
Smoke-Free Living

Local coalitions are working with area restaurants, bars, and school districts in Chelsea to adopt a smoke-free policy. The coalition is taking a data-driven approach to encourage businesses to adopt the policy.

Walkable Community

A walking map mural was created to offer a new way to help increase awareness of walking opportunities in Saline. A new walking trail was also developed on an abandoned railroad line.

MSU Extension Wayne County



Unhealthy eating, physical inactivity and tobacco use increase the risk of chronic diseases such as obesity, cardiovascular disease, cancer, and type 2 diabetes.

Wayne County Chronic Disease Risk Profile:

- 1 in 2 adults do not get enough physical activity
- 3 in 4 adults do not consume enough fruits and vegetables
- 2 in 3 adults are overweight or obese
- 1 in 3 adults has high blood pressure

Michigan Behavior Risk Factor Survey, 2005.

Leading the Way in Chronic Disease Prevention: Branches of the Vine Coalition

Mission: The departure of national grocery chains creates opportunity for the establishment of a profitable food system enterprise. The restoration of the Chene-Ferry Community presents an opportunity for Branches of the Vine to help meet the food needs of a defined area of Detroit's Eastside.

Coalition partners represent schools, nonprofit organizations, and churches.

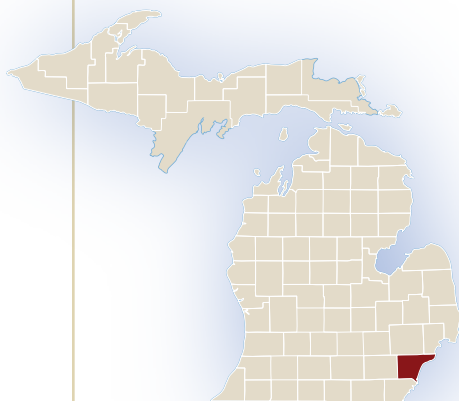
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Success Story: Urban Gardening

Community residents are being trained in the basic concepts of gardening by Greening of Detroit. By training residents, more volunteers are available to take care of current urban gardens and new urban garden developments are possible. Residents are taking ownership of the gardens and talking about the benefits of growing vegetables for their own consumption.

"This is the first time in 50 years that I have considered what I have been eating all of my life, and now am concerned enough to take a step towards a more natural and nutritious lifestyle, and want to share that lifestyle with all of my neighbors."

-Teresa Miller, Peacemakers International

Community gardens increase access to healthful and locally grown foods. Preliminary evidence suggests that they may also encourage increased consumption of fruits and vegetables.¹²

Other Projects in Wayne County:

Mini-Markets

The coalition is examining the food-buyers program concept and looking to introduce mini-markets in neighborhoods to help increase the consumption of fresh fruits and vegetables.

Food Demonstrations

MSU Extension and local schools are teaming up to hold food demonstrations to increase knowledge about the proper food preparation techniques.

¹² Twiss J, Dickinson J, Duma S, Kleinman T, Paulsen H, Rilveria L. Community gardens: lessons learned from California healthy cities and communities. *American Journal of Public Health* 2003;93:1435-1438.

Healthy Communities Resources

General

Building Healthy Communities Coalition Website - <http://www.commcoalition.msu.edu/>

This website houses research, evaluation tools and other resources for community coalitions.

Michigan Department of Community Health - www.michigan.gov/cvh

The Cardiovascular Health, Nutrition and Physical Activity website houses a variety of resources for healthy lifestyles.

Michigan Community Assessments – www.mihealthtools.org

Free, online environment assessment tools for communities, including Healthy Communities Checklist, Promoting Active Communities, Nutrition Environmental Assessment Tool, and Smoke-Free Community Assessment Tool.

Michigan Steps Up: Communities – www.michiganstepsup.org

Visit the Communities tab and find the Healthy Communities Toolkit and a variety of other resources.

Centers for Disease Control and Prevention – www.cdc.gov

CDC has a vast array of resources and data to assist in supporting community health initiatives.

Social-Ecological Model - http://cdc.gov/nccdphp/dnpa/obesity/state_programs/about_us.htm

Framework for chronic disease prevention.

The Community Toolbox - <http://ctb.ku.edu/en/>

Practical information to support work in promoting community health and development.

Evaluation

CDC Evaluation Working Group - <http://www.cdc.gov/eval/index.htm>

Public health program evaluation standards, principles and resources.

The Community Guide – www.thecommunityguide.org

Evidence-based recommendations for programs and policies to promote population health.

Center for Advanced Studies in Nutrition and Social Marketing, University of California, Davis -

<http://socialmarketing-nutrition.ucdavis.edu/Tools/somarktools.php>

Compilation of tools to evaluate the effect of environmental factors on community health.

Chronic Disease

American Heart Association – www.americanheart.org

Tips and tools for practitioners and individuals about heart healthy lifestyles.

American Cancer Society – www.cancer.org

Resources and tools for cancer prevention.

American Diabetes Association – www.diabetes.org

Diabetes prevention information and resources for practitioners and individuals.

Overweight and Obesity - <http://www.cdc.gov/nccdphp/dnpa/obesity/index.htm>

Health consequences, statistics, and programs related to obesity.

Chronic Disease Prevention - www.cdc.gov/nccdphp/

Guide to national efforts related to chronic disease prevention.

Physical Activity

Design Guidelines for Active Michigan Communities – www.mihealthtools.org/communities

Resource guide for communities to design supportive environments for physical activity.

Land Use Affects Public Health - http://www.michigan.gov/documents/LandUse1_79894_7.KP.May1603.pdf

Discussion of the link between the built environment and public health.

Active Living by Design - <http://www.activelivingbydesign.org/>

Resources and information for designing healthy communities.

Active Living Research - <http://www.activelivingresearch.org/node/10643>

Research information on environmental and policy issues that affect public health.

Michigan Trails and Greenway Alliance – www.michigantrails.org

Information on trail projects, technical assistance, events, and legislation for trails in Michigan.

Safe Routes to School – www.saferoutesmichigan.org

Toolkit and resources to make it safe, convenient, and fun for children to bicycle and walk to school.

Healthy Eating

Food Stamp Nutrition Education -

http://foodstamp.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=1&tax_subject=250

Information from United States Department of Agriculture about the Food Stamp Program.

Community Gardens -

<http://lansingfoodbank.org/index.php/garden-project/> ; <http://www.geocities.com/detroitag/> ; <http://www.growinghope.net/>

Michigan resources for community gardening.

Michigan Farmers' Market Association - <http://www.farmersmarkets.msu.edu/>

Central resource for the consumers, growers and market managers of Michigan Farmers' Markets.

Michigan Nutrition Network - <http://www.mnn.fcs.msue.msu.edu/>

The Michigan Nutrition Network fosters multidisciplinary, community-based, public-private collaboration to build and strengthen alliances focused on nutrition (through fruit and vegetable consumption) and physical activity.

Fruits and Veggies More Matters – www.fruitsandveggiesmatter.gov

A national initiative to increase consumption of fruits and vegetables by all Americans. This site provides information regarding the importance of consuming fruits and vegetables, as well as recipes, serving sizes, resources and tools.

Rudd Center for Food Policy and Obesity - <http://www.yaleruddcenter.org>

Policy information related to nutrition and obesity.

Tobacco

Michigan Department of Community Health Tobacco Section -

http://www.michigan.gov/mdch/0,1607,7-132-2940_3182_22973---,00.html

Links to a variety of resources and materials for tobacco cessation.

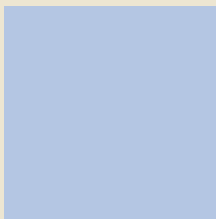
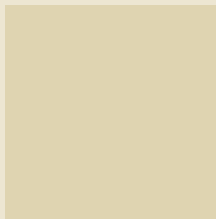
Smoking and Tobacco Use - <http://www.cdc.gov/tobacco/>

Burden, health effects and policy issues related to tobacco use.

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This project has been partially funded by USDA's Food Stamp Program by way of the Michigan Department of Human Services, the Family Nutrition Program at Michigan State University and the Michigan Department of Community Health. The Food Stamp Program can help provide a healthy diet and nutrition assistance to people with low income. To find out more, contact your local DHS office, check online at <http://www.mfca.state.mi.us/mars/index.asp> or call 1-800-481-4989 for the Food and Nutrition Helpline.



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